



PUBLIC MEETING AGENDA

Transportation Commission

MEETING DATE

Tuesday, February 10, 2015
7:30 a.m.

MEETING LOCATION

Tempe Transportation Center
Don Cassano Room
200 E Fifth Street, 2nd floor
Tempe, Arizona

MEETING AGENDA

AGENDA ITEM	PRESENTER	ACTION or INFORMATION
1. Public Appearances The Transportation Commission welcomes public comment for items listed on this agenda. There is a <i>three-minute time limit</i> per citizen.	Pam Goronkin, Commission Chair	Information
2. Approval of Meeting Minutes The Commission will be asked to review and approve meeting minutes from the January 6, 2015 meeting.	Pam Goronkin, Commission Chair	ACTION
3. 2015/16 Media Buy Staff will provide the Commission with an update on the proposed media plan for fiscal year 2015/16.	Amanda Nelson, Community Relations and Heide Radtke, Lavidge	Information and Possible Action
4. Streetcar Staff from Public Works and Valley Metro will provide an update on the project.	Eric Iwersen, Public Works and Alec More, Valley Metro	Information and Possible Action
5. Tempe Bike Hero Award Staff will request the Commission select a recipient for the city's annual Bike Hero Award.	Sue Taaffe, Public Works	ACTION

6. Tempe Beach Park Bike Parking Corral Representatives from Tempe Leadership will discuss their class project which is a bicycle parking corral at Tempe Beach Park.	Tempe Leadership	Information and Possible Action
7. Street Closure Procedures and Notification Update Staff will provide information regarding how street closures are determined and how they are communicated to the public.	Amanda Nelson, Community Relations, and Julian Dresang, Public Works	Information and Possible Action
8. Department and Regional Transportation Updates Staff will provide updates and current issues being discussed at the Maricopa Association of Governments and regional transit agencies.	Public Works Staff	Information
9. Future Agenda Items Commission may request future agenda items.	Pam Goronkin, Commission Chair	Information

According to the Arizona Open Meeting Law, the Transportation Commission may only discuss matters listed on the agenda. The City of Tempe endeavors to make all public meetings accessible to persons with disabilities. With 48 hours advance notice, special assistance is available at public meetings for sight and/or hearing-impaired persons. Please call 350-2775 (voice) or 350-8400 (TDD) to request an accommodation to participate in a public meeting.



Minutes City of Tempe Transportation Commission January 06, 2015

Minutes of the Tempe Transportation Commission held on Tuesday, January 6, 2015 at 7:30 a.m., at Hatton Hall, 34 E. 7th St., Tempe, AZ 85281.

(MEMBERS) Present:

Pam Goronkin (Chair)
Don Cassano
Jeremy Browning
Aaron Golub
Bonnie Gerepka
Nikki Gusz
Ryan Guzy

Charles Huellmantel
Philip Luna
Kevin Olson
Charles Redman
Peter Schelstraete
Cyndi Streid

(MEMBERS) Absent:

German Piedrahita

City Staff Present:

Shelly Seyler, Deputy Public Works Director
Julian Dresang, Traffic Engineer
Mike Nevarez, Transit Manager
Eric Iwersen, Principal Planner
Joe Clements, Transit Financial Analyst
Lisa Hernandez, Administrative Assistant

Sue Taaffe, Public Works Supervisor
Yvette Mesquita, Public Works Supervisor
Tammara Evans, Administrative Assistant
Jason Hartong, Senior Planner
Ken Jones, Chief Financial Officer
Robert Yabes, Principal Planner
Shauna Warner, Neighbor Program Mgr

Guests Present:

Marc Soronson, HDR
Alec Moore, HDR
Jessica Koon, HDR
Terry Gruver, HDR

Wulf Grofe, Valley Metro
Christopher Borris, First Transit
Scott Wisner, Valley Metro
Sam Stevenson, Valley Metro

Commissioner Pam Goronkin called the meeting to order at 7:30 a.m.

Agenda Item 1 – Public Appearances

None

Agenda Item 2 – Minutes

Commission Chair Goronkin introduced the minutes of the December 9, 2014 meeting and asked for a motion. A motion was made to approve the minutes.

Motion: Commissioner Don Cassano

Second: Commissioner Peter Schelstraete

Decision: Approved as amended

Agenda Item 3 – Commission Business

Commission Chair Goronkin gave a brief overview of the Commission business.

Discussion included introductions of the newly inducted commissioners Bonnie Gerepka and Ryan Guzy and the Annual Election of the Chair and Vice-Chair for the commission for the upcoming year per the Tempe City Code, Sec. 2-249. Motion was made to allow Pam Goronkin and Don Cassano to continue for a second term as Chair and Vice Chair.

Motion: Charles Huellmantel

Second: Kevin Olson

Decision: Approved

Agenda Item 4 – Streetcar

Eric Iwersen introduced Alec Moore, Valley Metro Project Manager, who presented information regarding the Tempe streetcar project.

Discussion included stop locations; propulsion systems including on-board energy storage which may require longer vehicles and overhead contact systems; vehicle size; project cost update; recommendations and next steps. The proposed project definition and stop locations focused on community destinations, residential population and economic development potential. The pros and cons of the light rail vehicle options and combining streetcar with the LRT vehicle procurement were also reviewed. On-wire propulsion system along the entire streetcar alignment was discussed and recommended due to proven technology and cost savings. Vehicle size will be selected later in 2015. Valley Metro is waiting for a preliminary justification rating on the project from FTA this month. Street configuration discussions will be occurring in the spring, environmental assessment is ongoing and will conclude in August and project financing is ongoing.

Motion was carried out for the Commission to support staffs recommendation to Council for the purposed stop locations and the use of the on-wire propulsion system.

Commissioner Huellmantel expressed views regarding a stop location nearer to Tempe St. Lukes Hospital and configuring the 13th & Mill intersection to a more traditional grid system layout. He also expressed support for a smaller vehicle size, and having a more aggressive schedule.

Motion: Commissioner Kevin Olsen
Second: Commissioner Don Cassano
Decision: Approved

Agenda Item 5 – Bus Unification Update

Mike Nevarez, Public Works, presented information on the bus unification “scout program” with RPTA.

Discussion included the results of the first year of transit service provided by the Regional Public Transportation Authority (RPTA) through a transit service contract with First Transit Inc. From a regional and Tempe perspective, the unification of Tempe and RPTA transit operations yields financial and operational benefits to all affected jurisdictions. Transit service contract costs have been reduced, which effectively helps control the growth of service costs, improving the effectiveness and efficiency of operating transit service in the East Valley. In April 2015, staff will present an update to City Council with additional transit service performance data and a comprehensive financial report that clearly describes the financial outcome of the scout program along with a recommendation on the future of the unification project. The Council will be asked in May 2015 to provide direction regarding the future of unification.

Agenda Item 6 – Orbit Saturn

Jason Hartong, Public Works, provided information regarding the January public input process for Orbit Saturn.

Discussion included providing the Commission with an update on expanding Orbit service into South Tempe. Based on the financial forecast, and if approved by the City Council, Orbit operations in south Tempe would be planned to commence in April or October 2017. Three phases were introduced and each phase will incorporate public perspective. Phase one includes route parameters, phase two will include route proposal(s) and phase three will involve a final route proposal. Next steps include: community and Transportation Commission meetings for each phase of the process from January 2015 to October 2015 with a presentation to the City Council in Nov/Dec. 2015.

Agenda Item 7- Department and Regional Transportation Updates

None

Agenda Item 7 – Future Agenda Items

The following future agenda items have been previously identified by the Commission or staff:

- 2015/16 Media Buy (February)
- Bike Hero (February)
- Tempe Bike Parking Corral (February)
- Street closure procedures, notification and outreach update (February)
- Streetcar (February)
- Bicycle/pedestrian signal activation operations (March)
- City Budget Long-Range Forecast Update (Operating) & CIP follow-up (March)

- North/South Railroad Spur Multi-Use Path (March)
- CIP Discussion (April)
- Orbit Saturn (April)
- Streetcar (April)
- Bus Unification (April)
- Highline Canal Multi-use Path Project (April)
- Alameda Streetscape Project (May)
- Bus Unification (May)
- MAG Pedestrian Design Assistance Grants (May)
- City Tentative Fiscal Year 2015-16 Operating Budget (June)
- MAG Congestion Mitigation and Air Quality Program (CMAQ ITS) (June)
- Highline Canal Multi-use Path Project (September)
- Orbit Saturn & Larger Orbit buses (November)
- Alameda Streetscape Project (November)

The Commission's next meeting is scheduled for February 10, 2015.

The meeting was adjourned at 9:01 a.m.

Prepared by: Tammara Evans

Reviewed by: Sue Taaffe, Eric Iwersen

CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 3

DATE

Feb. 10, 2015

SUBJECT

FY 2015/16 Transportation Media Plan

PURPOSE

At the Feb. 10, 2015, Transportation Commission meeting, Lavidge (a local advertising agency) will present the recommended Transportation media plan for FY 2015/16.

BACKGROUND

Key messages, as outlined in the marketing plan, include promoting:

- walking, biking and riding the bus (Orbit, Express and fixed route) and light rail
- bike events, bike registration, promotions and public meetings
- youth transit pass and ASU U-Pass programs
- Adopt-A-Path, Alley and Street programs
- bike safety education
- bus detours

Key audiences include:

- ASU & high school students
- Tempe residents and professionals

Proposed paid mediums were based on target ability, efficiency, cost and relevance to the audience.

They include:

- Light pole and Mill Avenue banners
- College Avenue signage
- AzCentral.com
- statepress.com
- azfamily.com
- brandexchange.net
- high school online and print ads
- State Press Off Campus Housing Guide
- Corona del Sol Sunrise Newspaper
- McClintock High School Guidon Newspaper
- Tempe Opportunities
- Facebook ads
- Pandora
- Mall kiosks at Tempe Marketplace

- East Valley Cox Cable TV
- ASU newsrack ads
- Theater ads

The elements that are new to this year's plan are:

- ASU newsrack ads – Veterans Way
- Theater ads – AMC CenterPoint, Harkins Valley Art and Tempe Marketplace

FISCAL IMPACT

The budget for FY 2015/16 to promote all elements of the Tempe in Motion program is \$150,866. Adequate funds for the Transportation Media Plan are budgeted in Cost Center 3916-6751 for FY 2015/16.

RECOMMENDATION

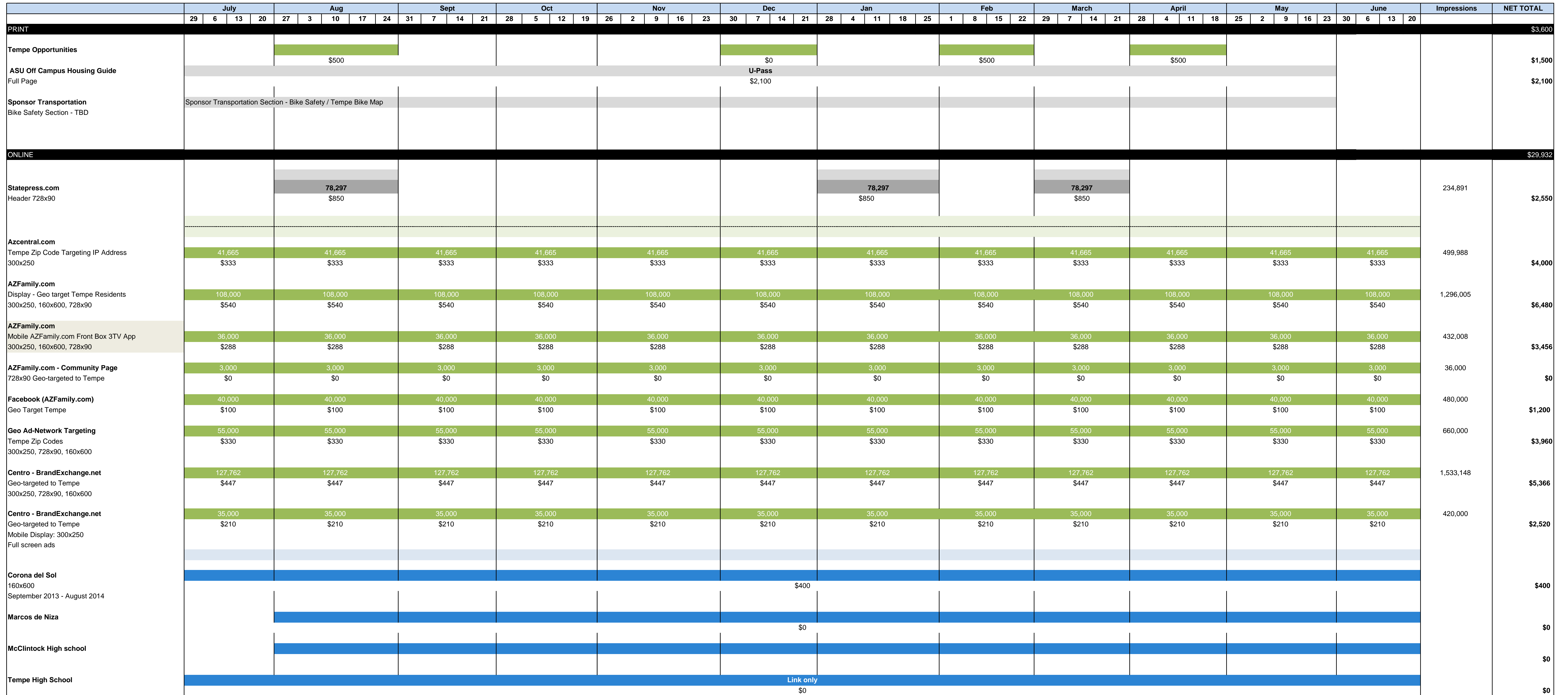
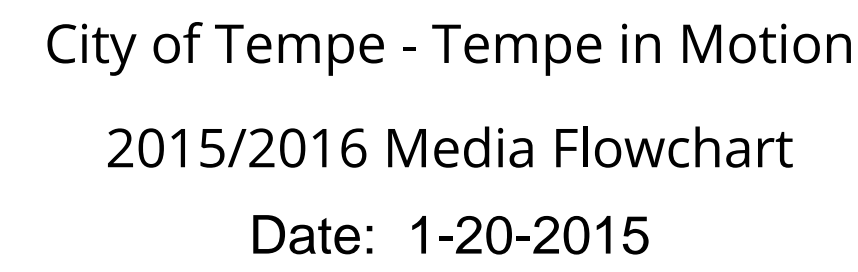
For the Transportation Commission to endorse the FY 2015/16 Transportation Media Plan.

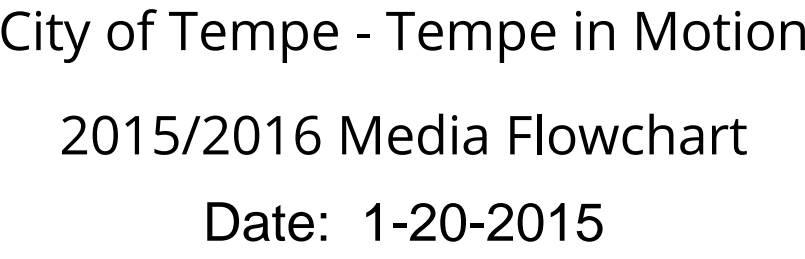
CONTACT

Amanda Nelson
Public Information Officer
480-350-2707
amanda_nelson@tempe.gov

ATTACHMENTS

Media plan
PowerPoint



[illegible]



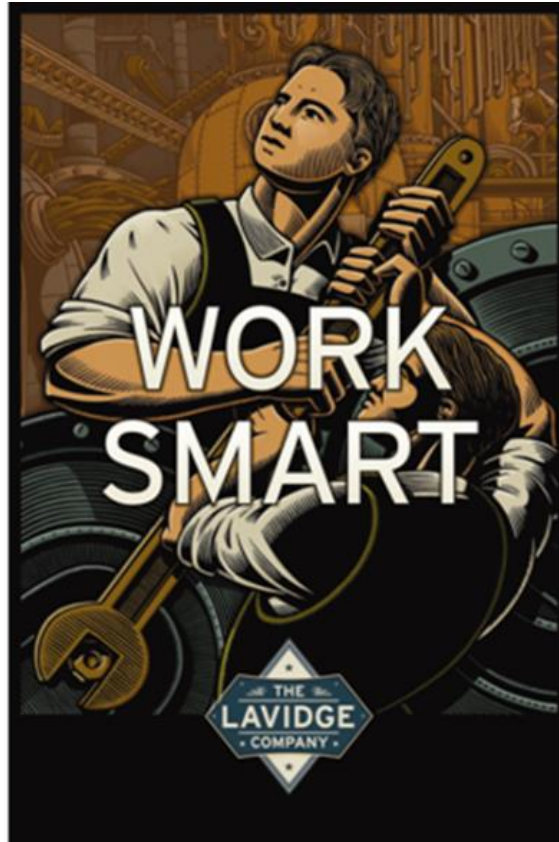
THE LAVIDGE COMPANY

TEMPE IN MOTION

Our Philosophy

- 4 Key Beliefs:
 - We are problem solvers
 - Business orientation first and foremost
 - We are team players
 - Cooperation and communication is integral
 - We are a service company
 - Our accomplishments require customer satisfaction
 - We accept responsibility and accountability
 - Integrity is our truest asset

Our Mantra



LAVIDGE

Media Services

- Research, strategic planning and buying of all print, electronic broadcast, outdoor, digital and other advertising media
- We also adhere to a strict policy of stewardship through disciplined and immediate placement follow-up
- One simple goal: maximize the effectiveness and efficiency of the client's advertising budget
- \$33 million in media purchased in 2014 gives us extensive clout and buying experience in every medium

TIM Target Demos

- Adults 25-49 Residing or working in Tempe
 - Based on Media Audit, Tempe's composition of Adults 25-49 is 51%
 - Heavy users of internet and radio
- ASU Students 18-24
 - 60,168 Students attend the Tempe Campus
 - Based on Media Audit, Tempe composition of Adults 18-24 is 17.9%
 - Heavy users of internet
- Teens 13-17
 - Arbitron defines "Teens" as 12-17
 - Heavy users of internet

Media Objectives

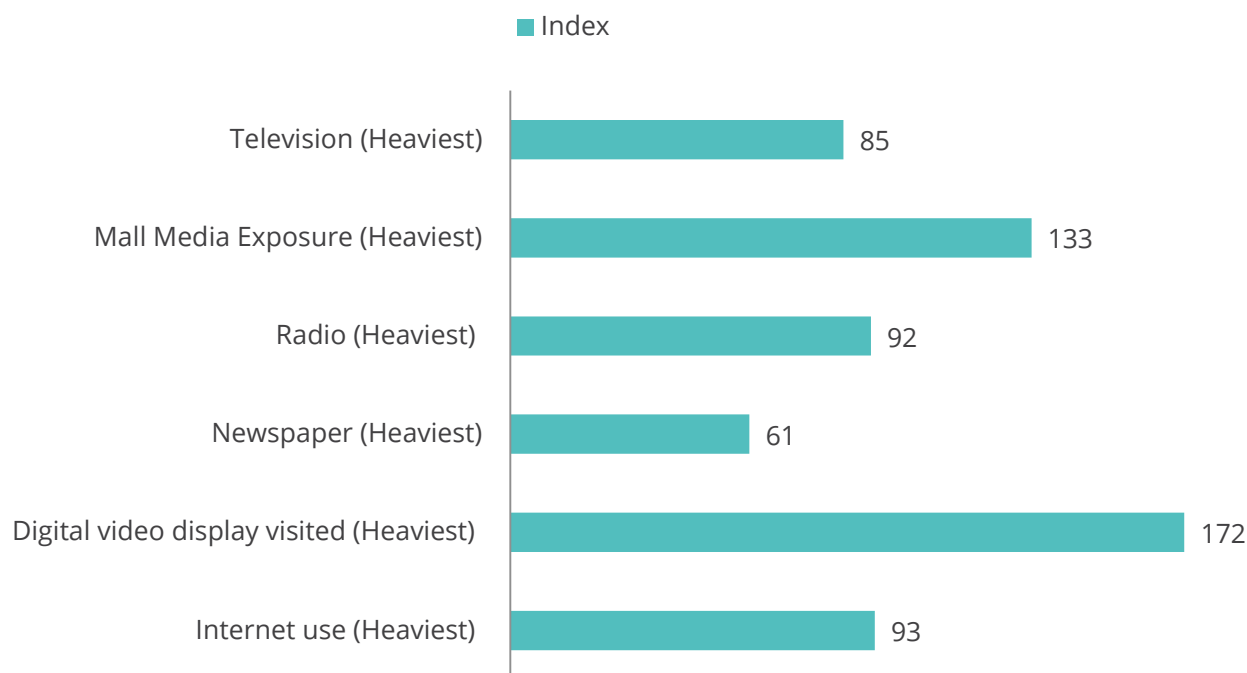
- Increase awareness of public transit within Tempe
- Encourage use of public transportation
- Promote continuous messages which may include:
 - Walking, biking and riding the bus (Orbit, Express, fixed route) and light rail
 - Bike events, bike registration, promotions and public meetings
 - Bike Safety Education
 - Youth Transit Pass/ASU U-Pass programs
 - Adopt-A-Path, Alley and Street Programs
 - Bus Detours

Media Strategies

- Use a variety of mediums to reach all pertinent demos in the City of Tempe
- Use some mediums only during peak periods to reach a greater number of potential users
 - Back to School
 - Holiday shopping/school break
- Maintain presence on digital all year for top-of-mind awareness

Bus/Light Rail Users Media Usage

Bus/Light Rail Media Usage



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Data © Release 2 2014 Aug13-Jul14 Scarborough

Subject to the limitations and restrictions stated in the original report.

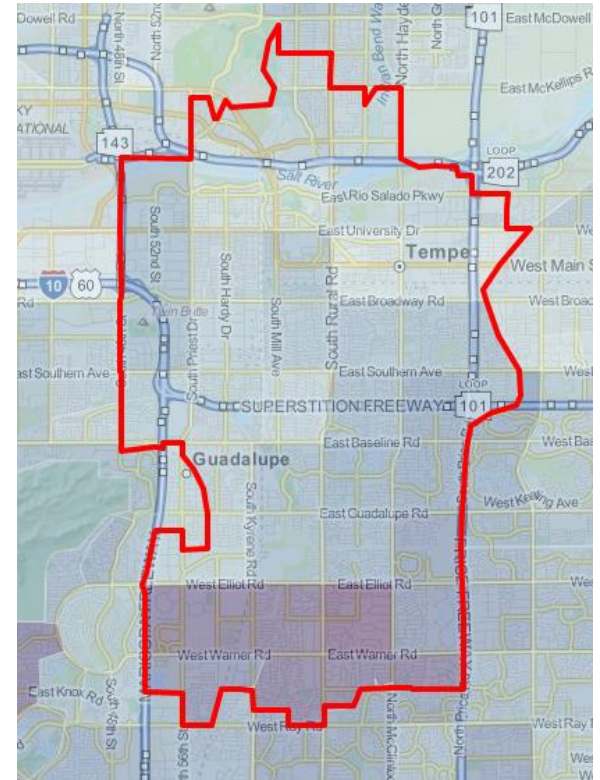
Total Population: 3,904,864 18+

Qualitative Population: 338,114 Total Respondents: 2,406

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Media Tactics

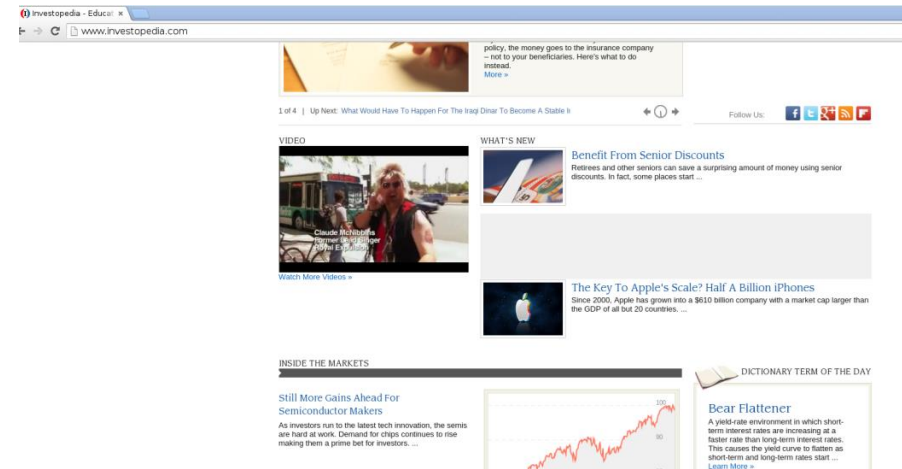
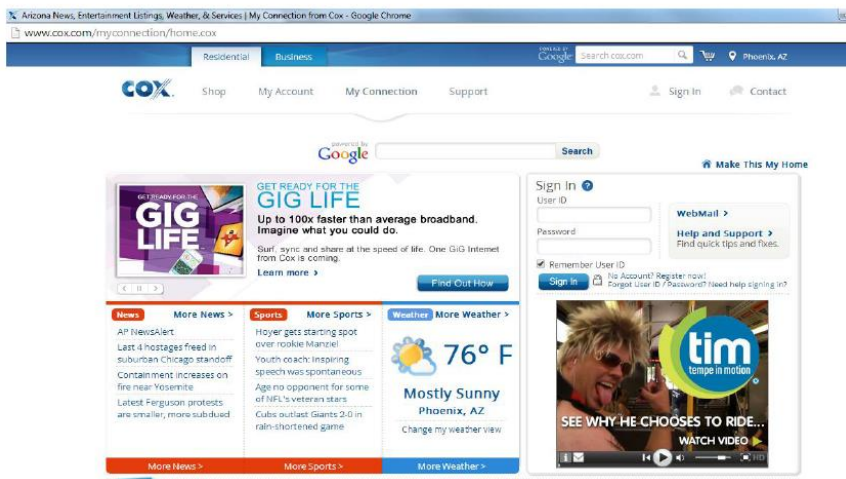
- Online Display Advertising
 - Geotarget to Tempe Zip Codes
 - Use local sites such as azcentral.com and azfamily.com
 - Use ad networks for national sites that locals access such as foxnews.com, cnn.com, espn.com, etc.
 - Statepress.com
 - Tempe High Schools websites/digital newspapers



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Media Tactics

- Digital Video – Highest Index at 172
 - In-Banner Video Ads



- Video Pre-Roll
 - Cox Media geotarget to cox.net subscribers in Tempe

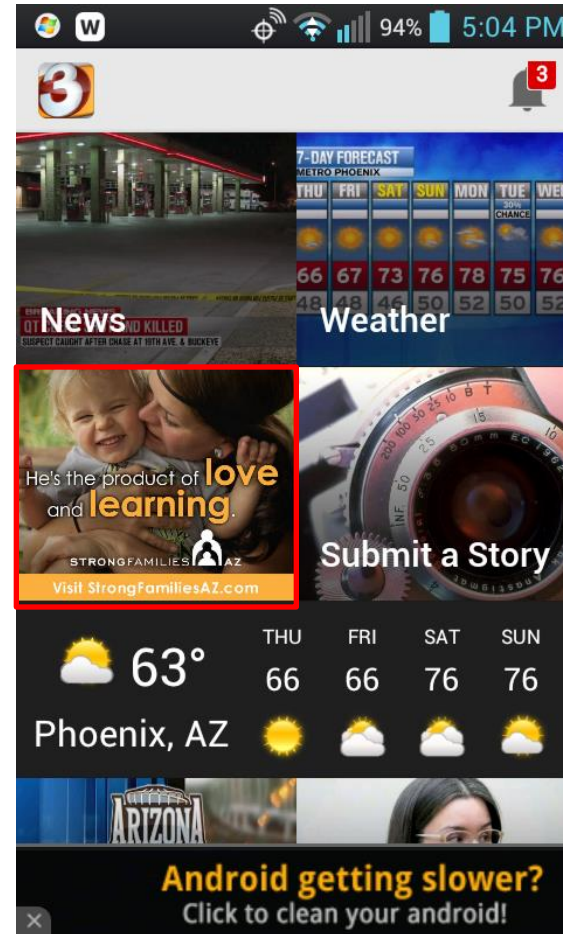
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Media Tactics

- Digital Radio
 - Pandora - geotarget to Tempe zip codes
 - Desktop and mobile audio everywhere with both audio commercial and banner ads
- Cable TV
 - Cox Cable – southeast Zone – 80,535 subscribers
 - Use during strategic times of year such as back to school, fall break, holiday break, Spring back to school and April to promote bike to work/school to provide broad reach reinforcement of TIM message.

Media Tactics

- Mobile Display Advertising
 - In-app ad on 3TV Phoenix News mobile app - Largest number of local news app downloads – 100k
 - Geotarget to Tempe Zip Codes
 - Use ad networks for national sites



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Media Tactics

- Mall Media Advertising – 2nd Highest Index at 133
 - Tempe Marketplace
 - During coolest months of October – end of December to maximize mall foot traffic



Media Tactics

- Cinema Advertising
 - Harkins Theaters at Tempe Marketplace
 - AMC Theater on Mill
 - During summer and over winter break
 - Provide interactive contest for moviegoers to win movie passes using Tempe trivia
 - Interaction creates added exposure and greater message recall



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Media Tactics

- ASU Newsracks
 - Prime periods of August-September to catch students and university personnel as they return to ASU
 - Prime location to and from Lot 59 and Packard garage – highest daily parking locations for campus commuters



Media Tactics

- ASU Off Campus Housing Guide
 - Reaches campus commuter students to remind them about using transit
- Maintain current ad messaging with City of Tempe
 - Tempe Opportunities, Mill Avenue Banners, Light Pole Banners, College Ave. Street Signs



Media Budget

- Outdoor and Mall Media \$ 16,000
 - Cinema Advertising \$ 12,815
 - Pandora Digital Radio \$ 47,034
 - Cox Cable & Cox Digital Video \$ 41,485
 - Print \$ 3,600
 - Online Desktop & Mobile \$ 29,932
- TOTAL \$150,866

CBS Mall Outdoor



LAVIDGE

Pandora



LAVIDGE

Pandora

The screenshot displays the Pandora web interface. At the top, the Pandora logo is on the left, and the user's name 'user6-pandora@theo...' and an 'Upgrade' link are on the right. Below the logo is a 'Create Station' button. The main header area contains a music player for 'Glee Cast Radio' with a progress bar from 0:06 to -3:13 and playback controls (shuffle, like, play/pause, next, volume). Below the player is a navigation bar with 'Now Playing', 'Music Feed', and 'My Profile' tabs. The 'Now Playing' tab is active, showing a list of radio stations including 'R & B Radio', 'Kenny G Radio', 'Today's Hits Radio', 'Hot Club Jazz Radio', 'Today's Classical Radio', 'Classical Radio', 'Latin Hip Hop Radio', 'Latin Radio', '60s Alternative Radio', 'Today's Alternative R...', '90s Alternative Radio', 'Norah Jones Radio', 'Tweens Radio', 'Kids Rock! Radio', 'P.O.P. Radio', 'Sonu Nigam Radio', 'R&B and Pop Holiday...', 'Rap and Hip Hop Pre...', 'R&B Love Songs Radio', 'Glee Radio', and 'Glee Cast Radio' (which is highlighted). Below the station list are links for 'add variety' and 'options'. The main content area features two large promotional banners for 'tim' (Tempe in Motion) with the text 'No license to ride needed. Tempe kids get a free transit pass.' and a 'GET INFO' button. Below the banners is a music player for 'Any Way You Want It' by Journey on Departure. The player includes 'Publish', 'Share', and 'Buy' buttons. Below the player is a 'Lyrics' section with the text: 'Any way you want it / That's the way you need it / Any way you want it / She loves to laugh / show more'. At the bottom, there is a link for 'About Journey'.

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azcentral.com

The screenshot shows the azcentral.com website. At the top, the logo for 'azcentral 12 News & The Arizona Republic' is displayed, along with a search bar and a 'SUBSCRIBE NOW' button. Below the logo is a navigation bar with categories: LOCAL, NATION, SPORTS, THINGS TO DO, BUSINESS, AZ LIVING, TRAVEL & EXPLORE, POLITICS, and OPINION. A sidebar on the left lists local areas: Chandler, Gilbert, Glendale & Peoria, Mesa, Phoenix, Pinal County, Scottsdale, Surprise & NW Valley, SW Valley, Tempe & Ahwatukee, and QUICK LINKS. The main content area features a large article titled 'Jodi Arias sentencing trial pushed back' with a photo of Jodi Arias. To the right of this article is a 'TOP NEWS' section with several headlines. On the far right, there is a large advertisement for 'tim' (tempe in motion) with the text 'No license needed. Tempe kids get a free transit pass.' Below the ad is a 'RIGHT NOW' section featuring a photo of a person and the text 'Southeast Valley cold cases'. At the bottom, there is a 'HEADLINES' section with a timestamp 'Updated 4:48 p.m. MST' and buttons for 'Grid', 'List', and 'The Big Page'.

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Surprise & NW Valley
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Tempe & Ahwatukee

QUICK LINKS
Investigations

JODI ARIAS

Jodi Arias sentencing trial pushed back

Read Story | Michael Kiefer
THE REPUBLIC | AZCENTRAL.COM

TOP NEWS

- Slain journalist remembered as Ariz. teacher
- Phoenix chief asks for outside review of police...
- Baby skunk, deer rescued from floods
- Man's body pulled from Peoria canal
- Tempe murder suspect surrenders to police
- Floods won't affect Phoenix drinking water
- Slow, wet monsoon storm causes mischief
- Border Patrol: 9 people found in back of U-Haul
- Critics move to overturn Glendale casino deal

No license needed. Tempe kids get a free transit pass.

tim
tempe in motion

RIGHT NOW

Southeast Valley cold cases

HEADLINES Updated 4:48 p.m. MST

Grid List The Big Page

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Traffic

[I-10](#)
[I-17](#)
[L-101](#)
[L-202](#)
[SR-51](#)
[SR-143](#)
[US90](#)

Camera
[I-10 and L101](#)

Click here for larger view

Traffic Headlines

- Bumpy road to Grand Canyon Skywalk now paved
- Loop 101 Price Freeway open but frontage roads, ramps closed in
- Changes ahead for dangerous stretch of Camelback Road
- Suicidal man leads authorities to close Loop 303
- I-17 fully reopens in north Phoenix after fatal wreck
- Weekend Freeway Travel Advisory for Phoenix area (August 1-4)
- Loop 101 improvement project scheduled to start this month
- 2 injured in serious crash in Glendale; 9th Avenue closed for hours

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8 ON TIME
 0 DELAYED 30-59 MIN
 0 DELAYED 60-90 MIN
 0 DELAYED 90+ MIN
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Traffic Links

- Prescott - Current Conditions
- Sedona - Current Conditions
- Payson - Current Conditions
- Flagstaff - Current Conditions
- Arizona Department of Transportation
- Sky Harbor International Airport

Resources

Find the best gas prices in your neighborhood with the Arizona Gas Tracker

Live Phoenix Traffic Map with Interactive Traffic Cams

Phoenix Flight Map
Get live, interactive info on flights arriving and departing Phoenix Sky Harbor Airport.

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Tempe kids get a free transit pass.
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Phoenix weather: Monsoon break continues
 Updated yesterday at 5:35 PM

PHOENIX - A dry, southwesterly flow in the upper atmosphere continues to push monsoonal moisture to the east of Arizona. As a result, Wednesday was another dry with essentially no rain in Arizona.

Even during monsoon breaks, it's pretty unusual not to see a little bit of thunderstorm action in the eastern mountains or in southeast Arizona.

It looks like the dry weather pattern will hold through the end of the week and most likely the weekend for metro Phoenix. While we will see moisture levels starting to return by the weekend, we don't anticipate a chance for thunderstorms until sometime early next week and even then, the chances are limited at this point.

High temperatures around metro Phoenix through the weekend will be in the 102-106 degree range. That's pretty average for this time of year. Overnight lows will generally be in the low 80s.

THU	FRI	SAT	SUN	MON	TUE	WED
105	104	102	104	105	102	104
84	83	82	84	84	83	84

Live Doppler Radar

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[Northern Arizona](#)
[Southern Arizona](#)
[Arizona Satellite](#)
[U.S. Satellite](#)

My Radar

[Maps](#)

[Current Temps](#)
[Dewpoint](#)
[Wind](#)
[National Temps](#)
[MORE MAPS](#)

Current Conditions & Next 12 Hours

	11 am	2 pm	5 pm	8 pm	11 pm
Phoenix	Partly Cloudy, 95				
Glendale	Clear, 92				
Chandler	Partly Cloudy, 95				

97° 104° 104° 95° 90°
 Forecast data from the National Digital Forecast Database

Event Calendar

[American Idol Live!](#)
 Tue Aug 10 7:30pm

Events Near You

[Today](#)
[Tomorrow](#)
[Weekend](#)

Be Good To Your Gut
 Central Phoenix

AZ180 Holiday Kickoff
 Central Phoenix

Pepper, The Dirty Heads
 Tempe - Guadalupe

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No license needed. Tempe kids get a free transit pass.

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Centro – brandexchange.net



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tim
tempe in motion

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CABLE 13

MeTV
ARIZONA
7.2 / Cox 93

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HOME PROGRAM SCHEDULE OUR SHOWS PROMOTIONS NEWS & VIEWS LIFESTYLE CONTACT US

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RACHAEL
THIS WEEK

MONDAY
Jason Priestley

TUESDAY
Jesse Tyler Ferguson

WEDNESDAY
Best Butt in Primetime?

THURSDAY
Double-Duty Gadgets

FRIDAY
Guy Fieri

WEEKDAYS at 5pm!

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Phoenix, AZ

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Up to 100x faster than average broadband. Imagine what you could do.
Surf, sync and share at the speed of life. One GiG Internet from Cox is coming.
Learn more > Find Out How

News More News >
AP NewsAlert
Last 4 hostages freed in suburban Chicago standoff
Containment increases on fire near Yosemite
Latest Ferguson protests are smaller, more subdued

Sports More Sports >
Hoyer gets starting spot over rookie Manziel
Youth coach: Inspiring speech was spontaneous
Age no opponent for some of NFL's veteran stars
Cubs outlast Giants 2-0 in rain-shortened game

Weather More Weather >
76° F
Mostly Sunny
Phoenix, AZ
Change my weather view

Sign In ?
User ID
Password
Remember User ID
Sign In No Account? Register now!
Forgot User ID / Password? Need help signing in?

WebMail >
Help and Support >
Find quick tips and fixes.

tim
tempe in motion
SEE WHY HE CHOOSES TO RIDE...
WATCH VIDEO

Watch Get more of what you want to watch — on TV and in theaters

TV Showcase
FAMILY SUMMER FUN
On Demand: Family Summer Fun
Channel 1 and choose "Family Summer Fun"
Family Movies Anytime
More TV Showcases

On DEMAND
SUMMER SALE
On Demand: Summer Sale
Enjoy 50% OFF Select Movies
Head to Channel 1 and choose "Summer Sale"
More Movies

Pay-Per-View
Mayweather vs. Maidana 2
PPV, Live Sat., Sept. 13
It's now easier than ever to order events online!
More Pay-Per-View

What's On TV
Tonight's Picks
The Middle - ABC
Young & Hungry - ABCF
Penn & Teller: Fool Us - CW
Nature - PBS
The Goldbergs - ABC
More TV Listings

My Time Make the most of your time online — get music, videos, featured sites and more

LAVIDGE

Impressions



Advertiser: City of Tempe
 Campaign Name: TEMPE IN MOTION FY2014-2015
 8/1/14 - 8/31/14
 Report Date: 9/8/2014

Product	Targeting	Dates	Contracted Imps	DFP			% Delivered
				Impressions	Clicks	CTR	
AZCENTRAL.COM	Tempe Zips						
300 x 250 banners		8/1/14-8/31/14	28,125	28,125	11	0.04%	100%
728 x 90 leaderboard banners		8/1/14-8/31/14	25,000	25,000	1	0.00%	100%
AZFAMILY.COM	Tempe Zips						
azfamily.com geo target, 728x90, 300x250, 160x600		8/1/14-8/31/14	90,000	90,100	73	0.08%	100%
Geo-network targeting, 728x90, 300x250, 160x600		8/1/14-8/31/14	92,000	92,374	42	0.05%	100%
Community Sponsor 728x90/Facebook		8/1/14-8/31/14	3,000	2,399	6	0.25%	80%
CENTRO	Tempe Zips		167,345				
Geo target Display, 728x90, 300x250, 160x600		8/1/14-8/31/14	127,762	288,565	76	0.03%	226%
Geo target Mobile, 320x50, 300x50 Creative 1		8/1/14-8/31/14	19,791	21,359	63	0.29%	108%
Geo target Mobile, 320x50, 300x50 Creative 2		8/1/14-8/31/14	19,792	20,796	63	0.30%	105%
PANDORA	Tempe Zips						
Web Audio/Display		8/1/14-8/31/14	137,931	144,829	52	0.04%	105%
Mobile Audio/Display		8/1/14-8/31/14	137,931	144,829	53	0.04%	105%
COX.COM	Tempe Zips		total engagements***		424	0.25%	
In-Banner Videos		8/1/14-8/31/14	150,000	167,566	51	0.03%	112%
Video Pre-roll		8/1/14-8/31/14	30,000	30,000	n/a	-	100%
Total			1,028,677	1,055,942	491	0.05%	102.65%

The national average for CTR currently is .05% - .08%.

*** total engagements for In-Banner Videos for Cox included:

Engagement Rate: 0.25% (of all those that were served the in-banner video, 424 clicked to watch it)

Exposure (min): 56

Percent Complete: 22% (22% of viewers watch the full 30-second commercial)

LAVIDGE

QUESTIONS

The logo is a white, horizontally-oriented hexagon with concave sides on the left and right. It has a subtle drop shadow.

LAVIDGE

MEMO



AGENDA ITEM 4

To: Tempe Transportation Commission

From: Wulf Grote, Director of Planning & Development, Valley Metro
Eric Iwersen, Principal Planner, City of Tempe

Cc: Shelly Seyler, Deputy Public Works Director, City of Tempe

Date: February 10, 2015

Re: Tempe Streetcar

This memorandum provides a summary of the content to be shared with the Transportation Commission on February 10, 2015. Valley Metro and Tempe staff will provide additional information on the following items:

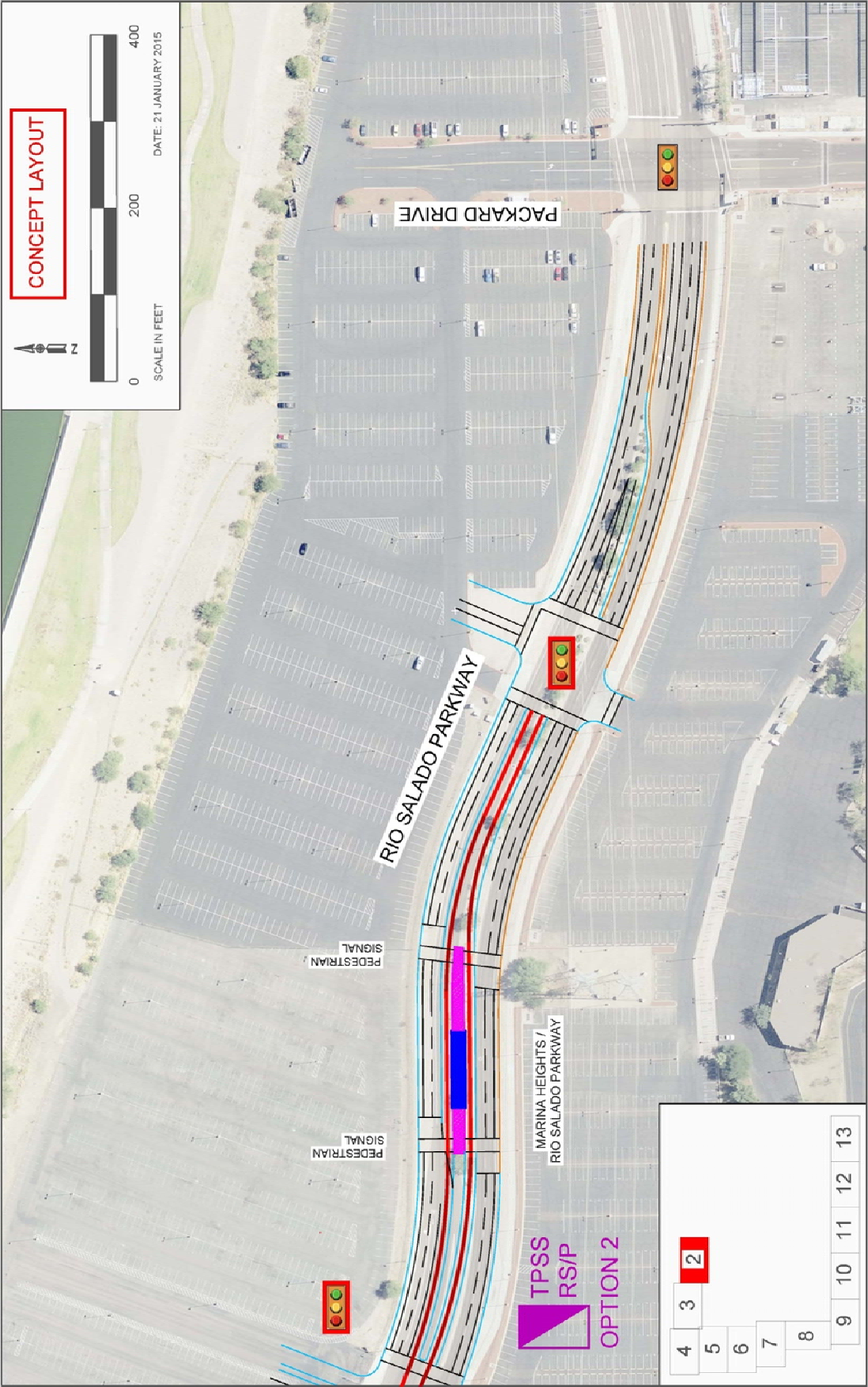
- **Mill Avenue and 13th Street** – Per Council direction at the January 8, 2015 Issue Review Session, Valley Metro and Tempe staff will discuss the Council's request for consideration of a re-aligned project to the intersection of Mill Avenue and 13th Street, with a turn eastbound onto 13th Street and the addition of a streetcar stop intended to serve Tempe St. Luke's Hospital. This discussion will include an engineering analysis including streetcar and roadway design, cost implications, effects to streetcar operations, and environmental issues. Current capital costs associated with implementing streetcar only (without any roadway improvements) are estimated at over \$1 million. This cost, plus any additional costs for roadway modifications, would add to the current funding gap.
- **Shortened Alignment on Apache Boulevard** – At the request of Council, Valley Metro and Tempe staff will discuss the implications for a shortened project with the route terminating at Rural Road. This discussion will include an overview of the cost differential between the project terminating at the Dorsey Lane LRT station, along with information on ridership and project design implications. A shortened project is unlikely to qualify for FTA Small Starts funds.
- **Alternative Fuels Technology Review** – Valley Metro and Tempe staff will outline the proposal for conducting a comprehensive review of alternative propulsion technologies, specifically hydrogen, and their viability for the Tempe Streetcar project. Valley Metro will contract with LTK Engineering, an internationally-recognized vehicle and systems consulting firm. LTK has extensive experience in streetcar and light rail vehicle technologies both nationally and internationally. Included in LTK's scope will be a coordination task with Arizona State University faculty and staff.
- **Rio Salado Street Configuration** – Staff will ask for Council approval of the proposed median-running street configuration along Rio Salado Parkway. A median running alignment has operational, environmental, safety, and cost-saving advantages for the project. Staff will discuss advantages in greater detail.

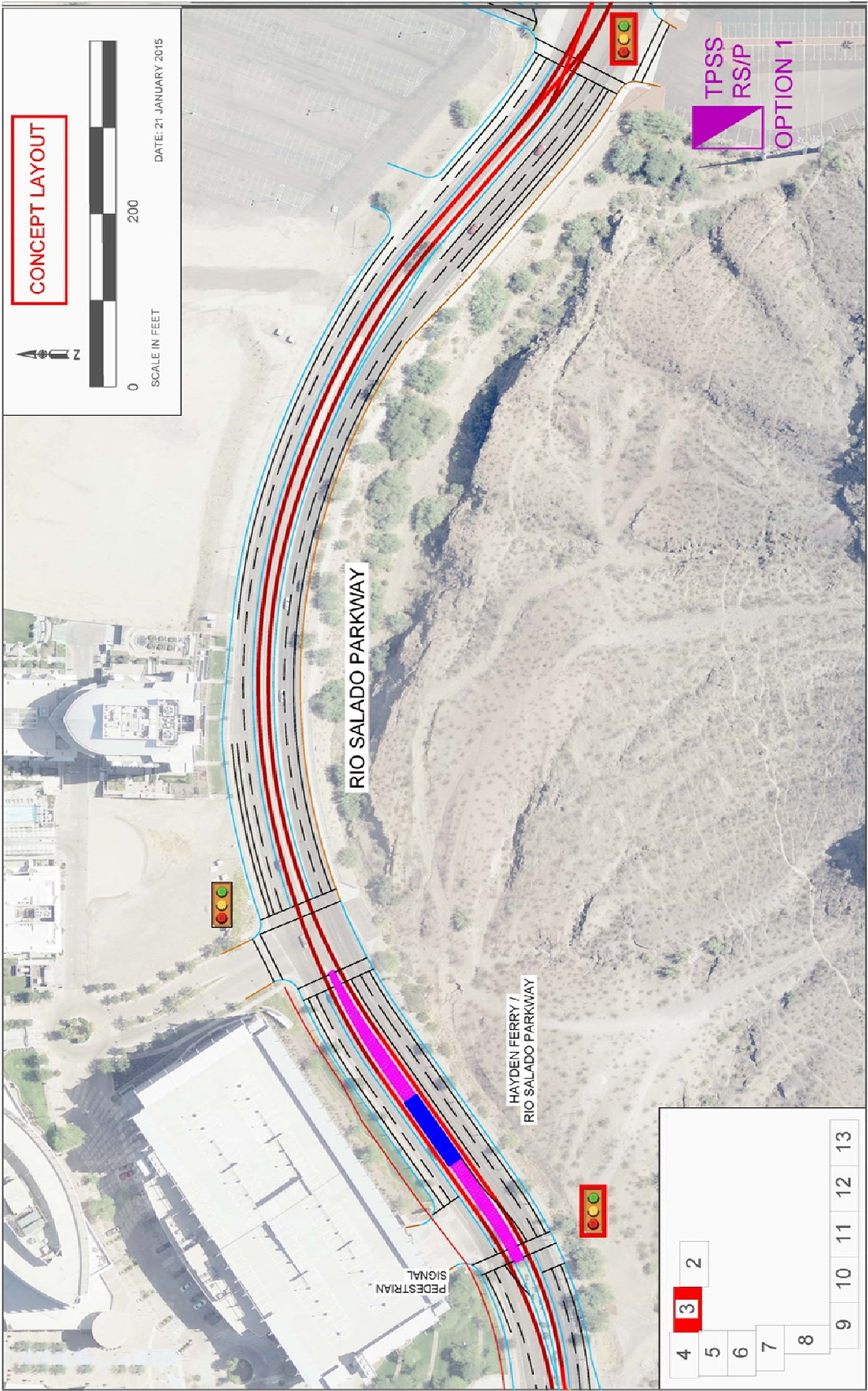
In addition to the items addressed above, staff will provide an update on project financing as value engineering efforts continue to help reduce costs, and outline project activities for the next month.

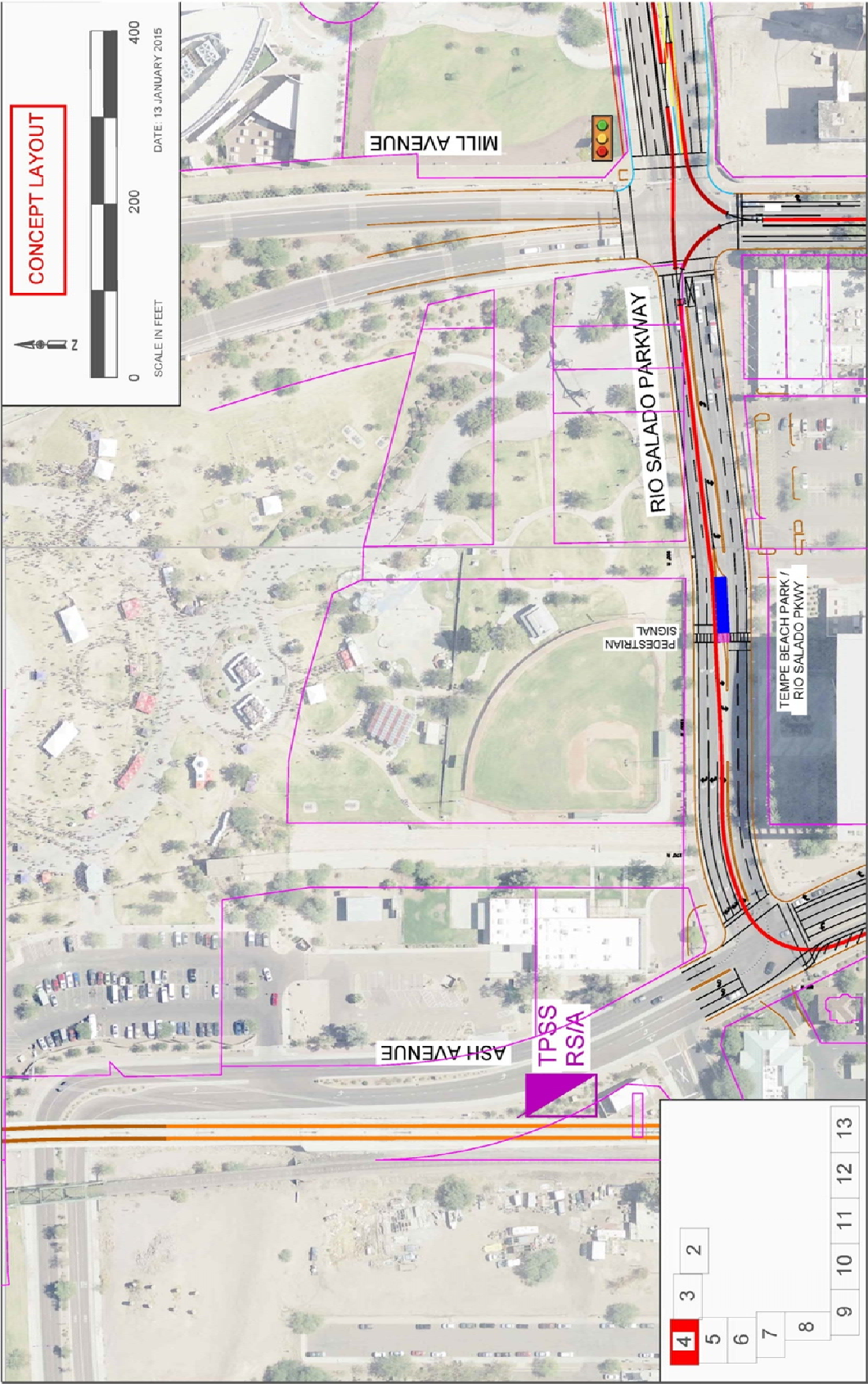
Summary of Recommendations

Staff is requesting action on the following items:

- Direction on the Mill Avenue & 13th intersection/stop location. Staff is recommending a stop and alignment connected to Tempe St. Luke's Hospital as part of future phases of Streetcar and that the stop locations of College/Apache and Mill/11th St. remain as the current preferred stop locations, with the Streetcar track following the Apache Curve.
- Advance the current Streetcar alignment without a shortened length east of Paseo del Saber or Rural Road to Dorsey Lane LRT station.
- Support the Alternative Fuels Technology Review Process as outlined.
- Approval of the proposed median-running street configuration along Rio Salado Parkway (refer to attached graphics).







CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 5

DATE

February 10, 2015

SUBJECT

Tempe Bike Hero Award

PURPOSE

The purpose of this memo is to request that the Commission select a recipient for the city's annual Bike Hero Award.

BACKGROUND

The purpose of the Tempe Bike Hero Award is to celebrate bicycling in Tempe, increase awareness of bicycling as an alternative mode of transportation, promote bicycling as an environmentally-friendly recreational activity and illustrate the dedication of Tempe residents and organizations to bicycling. Promotion of the award nomination included online ads (Centro, azfamily and azcentral), Pandora, Valley Metro member business services email blasts, TBAG and ASU notification, Twitter and Facebook posts and Tempe Today and Connecting Tempe newsletters.

Award criteria include:

- Individuals who live or work in Tempe.
- Tempe-based organizations.
- Demonstration of how the nominee promotes bicycling in Tempe including listing his/her or the organization's achievements and contributions to bicycling along with specific instances of bicycle advocacy. Contributions that could qualify for the award include, but aren't limited to, the following:
 - demonstration of using a bicycle as a significant mode of transportation
 - consistent implementation of bike-friendly facilities at a business site
 - organization of bike events
 - bike-friendly elements in facility design
 - bike safety advocacy
 - youth involvement in bicycling
 - advocacy for bicycle-friendly roads

Nominees include:

- Desiree Fields
- Bicycle Coalition
- Dick McQueen
- Eric and Rochelle Geryol

- Ally Cohen – Arizona Central Credit Union

Past winners include Ryan and Jennifer Guzy (2014), Maja Wessels (2013), Patricia Berning (2012) Eric Iwersen (2011), Bicycle Cellar (2010), Sue Fassett (2009) and Tempe Bicycle Action Group (2008). The recipient will be presented with the award at a future Tempe City Council meeting.

FISCAL IMPACT

\$125 for the award which is budgeted in cost center 3916-6629.

RECOMMENDATION

For the Transportation Commission to select a recipient for the 2015 bike hero award.

CONTACT

Sue Taaffe
Public Works Supervisor
480-350-8663
sue_taaffe@tempe.gov

ATTACHMENTS

Nominations

I am nominating the following person/organization for the Tempe Bike Hero Award:

Name of Person/Organization Nominated: Desiree Fields

Street Address: 1141 S Farmer Avenue

City: Tempe State: AZ Zip Code: 85281

Phone: 609-203-9296 E-mail: (if available) I am not sure of her email

The nominee (check all that apply):

Lives and/or works in Tempe: Lives in Tempe and throws Meet Up Bike and foodie's events

Lived and/or worked in Tempe at time of contribution: Yes, same as above

Is a Tempe based organization: Her Meetup group, East Coast Foodies on the West, is based in Tempe and have been around for almost 3 years

Describe in no more than two pages why this person or organization should receive this award. Up to three additional supplemental pages are permitted. Supplements can include photos, newspaper articles, flyers or recommendations. Nominations will not be returned.

To Whom It may Concern:

I am nominating Desiree Fields because she is a great example of someone that loves to live a green, healthy, and active lifestyle. She is also very concerned with not consistently leaving a carbon foot print by driving her car everyday like most people. In fact, she only drives her car one day a week just to keep her engine healthy and the oils in the car flowing. Her car is of course a Hybrid Honda, so when she does drive it that one day a week, she knows that she is still playing a part in healthier area in the Phoenix area.

Since Desiree has moved to downtown Tempe, she has challenged herself to bike to the grocery stores, church in downtown phoenix, the light rail, bars/restaurants for her Meetup events, and anywhere else in between. It is funny because when she goes to the grocery store, she takes her book bag and one other reusable bag and somehow comes home with loads of healthy goodies that she was able to pack away and bike home safely with.

At work, she is a Nutrition Educator and Lead Trainer for Maricopa County's Department of Public Health and is a member of the Green Council club, in which they discuss ways in order for the workforce to exist in a green manner, focusing on recycling, local gardens, biking to work, taking the light rail or bus to work, etc.

Speaking of work, she bikes every morning to the light rail, locks up her bike, and takes the light rail to and from her office at Indian School and Central. Also, when she has to visit WIC clinics to

conduct training or observations on new staff, and the light rail does not go directly there, she takes the Metro Valley bus system as well. She has even gone as far as taking a 2 hour bus ride to and from Tempe, in order to not have to drive to the further sections of Mesa or North Phoenix. She has become really good at offering options for people to get around the Phoenix, Tempe, and Mesa areas with just the light rail, or bus system. She impresses me. Also, before she received a promotion to go and work in downtown Phoenix, she was commuting to a WIC clinic in far East Mesa and would wake up at 5 am in order to bike 25 minutes to the Dobson and Apache Roads in order to then take the local 40 bus further into Mesa to be at work by 7 am. She did that for 1.5 years and although it was a struggle in the winter months, she still did it and I was very shocked and impressed.

She was recently nominated for the: Champions for Clear Air 27th Annual Clean Air Campaign Awards and Luncheon Presented by SRP where she came in second place.

She also challenges friends and family to stay active by putting up fitness challenges on her Facebook page and explaining the healthy benefits of each physical fitness challenge and she has just started to become involved with a local bike group through Boulder's on Broadway Bar and Restaurant in Tempe.

So, as you have read from above, this is why I am nominating Desiree Fields.

Nominated by: Lydia

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: 609-203-9296 E-mail: (if available) _____

City of Tempe
Tempe Bike Hero Award Application

To nominate a person or organization for the 2015 Tempe Bike Hero Award, please complete this form and provide the information requested below. If you wish to nominate more than one person/organization, please complete a form for each individual/organization that you wish to nominate.

I am nominating the following person/organization for the Tempe Bike Hero Award:

Name of Person/Organization Nominated: Bicycle Coalition at Arizona State University

Street Address: P.O. Box 875302

City: Tempe State: AZ Zip Code: 85287-5302

Phone: 480-965-7533 E-mail: (if available) bcatasu@gmail.com

The nominee (check all that apply):

- ☐ Lives and/or works in Tempe
- ☐ Lived and/or worked in Tempe at time of contribution
- ☒ Is a Tempe based organization

Describe in no more than two pages why this person or organization should receive this award. Up to three additional supplemental pages are permitted. Supplements can include photos, newspaper articles, flyers or recommendations. Nominations will not be returned.

Nominated by: Student Planning Association at Arizona State University

Street Address: P.O. Box 875302

City: Tempe State: AZ Zip Code: 85287-5302

Phone: 480-965-7533 E-mail: (if available) mtmessin@asu.edu

Tempe Bike Hero Award – 2014



We, the Student Planning Association at ASU, would like to nominate the Bicycle Coalition at ASU for the 2014 Tempe Bike Hero. This student organization has been an accelerating advocate for the growth and promotion of bicycle-culture at Arizona State University and within the City of Tempe.

About- The Bicycle Coalition at ASU is a student organization with the goal to advocate for bicycle culture and infrastructure improvements on ASU Tempe campus and its surrounding communities. The group has consistently promoted bicycling as an efficient and safe form of transportation for ASU students, faculty, staff and community members through educating and participating in bicycle related activities.

After only 3 semesters of official activity they have been able to generate collaborative relationships with the ASU Cycling Team, the ASU Bike Co-Op, ASU Wellness and their Wheeldevils program, and Tempe Bicycle Action Group. Their membership base consists of an ASU student membership base of **73** students and have **275** followers on their Facebook page which hosts a multitude of bicycle related information, promotions and local events that support all fashions of bicycling.



Accomplishments- The Bicycle Coalition was a major contributing factor in the designation of a Gold-level Bicycle Friendly University by the League of American Bicyclists.

Some of the members actively participated throughout the hiring process of ASU's Bicycle Program Manager, Donna Lewandowski (and we couldn't be happier with ASU's decision!) and are now members of the ASU Bicycle Advisory Committee in support of increasing bicycle infrastructure on all 4 ASU campuses in the Phoenix-metro.

Many of the club's **73** members and officers use their bicycles as their primary source of transportation and are graduates of Traffic Skills 101 and moved on to become League Certified Instructors.

Along with TBAG, the Bicycle Coalition at ASU and volunteering members set up recurring monthly events to distribute bicycle light sets at night to people in need. This is to keep bicyclists safe, seen and legal in an attempt to decrease conflict between bicyclists and other modes of transportation.

The organization was also given a large responsibility for this year's Tour de Fat in Tempe. The student organization was asked to manage and control the "token" system (which is the

currency) for the entire event. They organized a team of responsible student volunteers that complete the day-long task without any problems or delays.

Many of the members consistently attend local city planning meetings that relate to transportation planning in order to advocate for bicycle-friendly roads in Tempe and other regions.

Conclusion- We feel that the Bicycle Coalition at ASU is successful at illustrating the positive effects of a bicycle culture in a community. Their dedication and commitment to the movement and practice of safe cycling is excellent for Tempe, ASU and the Greater Phoenix Metropolitan Area. Thank you for your consideration.



**City of Tempe
Tempe Bike Hero Award Application**

City of Tempe
Attn: Sue Taaffe
31 E. Fifth St. 2nd floor
Tempe, AZ 85281
sue_taaffe@tempe.gov
(480) 350-8663

We are nominating the following person/organization for the Tempe Bike Hero Award:

Dick McQueen (Posthumously)
1021 S. Roosevelt Street
Tempe, AZ 85281

The nominee:
Lived and worked (at Allison Steel) in the City of Tempe for 57 years.

Nominated by: Mitchell Park East Neighborhood Association

Contacts: Alice Bimrose and Sally Wittlinger
Contact information:
502 W. 11th St.
Tempe, AZ 85281
480-993-6603
abimrose@gmail.com

Dick McQueen lived at 1021 S. Roosevelt Street from 1953 until his death in 2010. Growing up on a farm in Iowa, Dick went from walking, to horseback, to tractor, to automobile. And, as most of us do, he stayed with the automobile for most of his life. Then, a minor fender-bender and his advancing age prompted him to give up his car. Having never learned to ride a two-wheeler, Dick bought a shiny new red three-wheeler and never looked back. He rode every day, building up to riding an hour or more, and didn't stop until he was forced to by a fall, two weeks before his death at age 93.

For years, Dick and his wife Caroline had stayed connected to their neighbors by walking around the Mitchell Park neighborhoods, visiting along the way. When Caroline died in 2005, Dick lost his walking partner. At the same time, walking the neighborhood was becoming more challenging for him. Although he still waved to neighbors from his car, Dick found that getting on a bike put him back at street level, making it easier to stop along the way to visit, and helping him to reestablish his connection with the neighborhood. He honored his old walking routes, but the bike allowed him to travel greater distances so he could see more of (and talk more with) his growing community. We all looked forward to seeing him coming down the road with the tall flag fluttering behind his basket and waited happily as he pulled up on his bike for a visit. He always had time to stop and chat and then once finished, he was off again looking for the next encounter or simply enjoying his morning ride.

Dick was an inspiring ambassador for bike riding. He loved to show the world that age was no impediment to getting around. As his confidence grew, he ranged beyond the Mitchell Park neighborhoods. When his son moved to the University Park neighborhood across Mill Avenue, Dick expanded his route, making new friends along the way. He often rode to lunches at the 5th Street Senior Center, showing off a little to the less courageous seniors. Occasionally, he even made the five-mile round trip to the Pyle Center, with stops along the way to shop and see friends.

Dick was proud of his new mode of transportation and quickly became a bicycle advocate. He always obeyed the rules of the road, insisting to occupy the bike lanes over the (illegal) use of sidewalks, something that scared his friends and neighbors. On many occasions, he could be seen traveling (properly, with the traffic) on Broadway, heading to the Walgreens to pick up his medicines. He trusted the rules of the road and made his occasional fellow riders do the same. Through his bike riding, Dick was an ambassador within his own Mitchell Park East neighborhood and was part of the glue that joined it with adjacent neighborhoods. He was an inspiration to other riders of all ages.

To celebrate our neighbor and his daily bike ride, we have gathered the past five years before our GAIN (Getting Arizonans Involved in Neighborhoods) night potluck for the Dick McQueen Memorial Bike Parade. Led by his son Doug, pulling Dick's bike on a trailer, about thirty or so neighbors, friends, and family follow one of Dick's favorite routes, winding through the two Mitchell Park (East and West), Clark Park, and Maple/Ash neighborhoods. During this annual ride, volunteer bike marshals stop traffic at key intersections so that the bikes can safely pass. Drivers of the waiting cars will wave and realize that something special is happening in front of them: scores of bikers, following the rules, expressing the joys of bike riding, having a good time, and slowing down enough to connect as neighbors—a true tribute to our Bike Hero, Dick McQueen.

Photos included

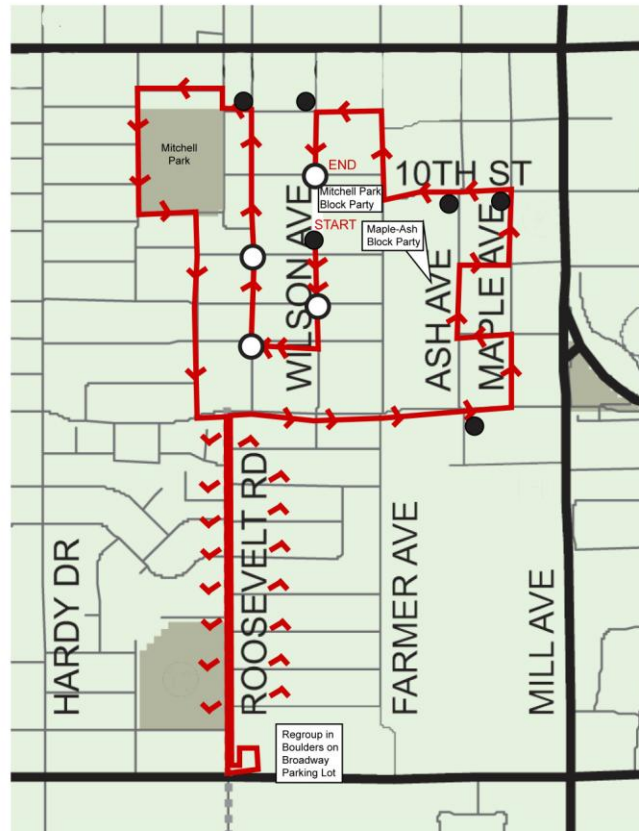
- Dick McQueen on his bike
- Dick McQueen featured on Maple/Ash standpipe
- Group shot just before the start of the 5th Annual Dick McQueen Memorial Bike Parade (October 25, 2014)
- Dick's bike leading the 4th Annual Memorial Bike Parade (October 2013)
- Neighbors ride in the 4th Annual Dick McQueen Memorial Bike Parade
- Drawing used for commemorative t-shirt for Bike Parade
- Dick McQueen Memorial Bike Parade Route Map







Dick McQueen Memorial Bike Parade Route



A Few Guidelines...

Give other riders enough space to maneuver safely.
 Always ride with traffic.
 Be aware and respectful of other traffic.
 Ride like Dick - enjoy the ride and say hello to your neighbors!
 At the end of the parade, please safely stow your bicycle at home,
 grab your dish to share, and return for the potluck!

Public Art on Bike Route

- standpipe
- traffic circle

City of Tempe
Tempe Bike Hero Award Application

To nominate a person or organization for the 2015 Tempe Bike Hero Award, please complete this form and provide the information requested below. If you wish to nominate more than one person/organization, please complete a form for each individual/organization that you wish to nominate.

I am nominating the following person/organization for the Tempe Bike Hero Award:

Name of Person/Organization Nominated: Eric and Rochelle Geryol

Street Address: 530 W Broadway Road

City: Tempe State: AZ Zip Code: 85282

Phone: _____ E-mail: (if available) _____

The nominee (check all that apply):

- ☐ Lives and/or works in Tempe
- X ☐ Lived and/or worked in Tempe at time of contribution
- ☐ Is a Tempe based organization

Describe in no more than two pages why this person or organization should receive this award. Up to three additional supplemental pages are permitted. Supplements can include photos, newspaper articles, flyers or recommendations. Nominations will not be returned.

Nominated by: Ryan Guzy

Street Address: _____

City: Tempe State: AZ Zip Code: 85281

Phone: 602-820-7481 E-mail: (if available) ryanguzy@gmail.com

I'd like to nominate for Eric and Rochelle Geryol for this year's bike hero award. Eric and Rochelle are the owners of Boulders on Broadway and majority owners at Spokes on Southern.

Boulders was the original bike restaurant and bar in Tempe, not because it was some kind of "concept" but because the Geryols believe in bike riding as the best way to get around. From the first day they opened Boulders, they have always encouraged people to bring their bikes inside. They built a bike parking area inside their front lobby including a bike pump and basic tools. They often provide free bike lights to people if they notice someone doesn't have lights.

They have always supported local bike non-profits and groups such as TBAG, Bike Saviours, and CAzB. This includes sponsoring outside events that encourage bike riding around the city, as well as providing space and donated or discounted food and drinks for bike related meetings and events at their facility.

City of Tempe
Tempe Bike Hero Award Application

The whole Geryol family regularly rides to work, to run errands, and for fun, and they encourage their employees to ride too. They are often seen around the neighborhood with their younger children in a trailer and the older one alongside on his bike.

Please consider the Geryols, and by extension Boulders on Broadway, for this year's bike hero award.

City of Tempe
Tempe Bike Hero Award Application

To nominate a person or organization for the 2015 Tempe Bike Hero Award, please complete this form and provide the information requested below. If you wish to nominate more than one person/organization, please complete a form for each individual/organization that you wish to nominate.

I am nominating the following person/organization for the Tempe Bike Hero Award:

Name of Person/Organization Nominated: Ally Cohen and Arizona Central Credit Union

Street Address: 3350 S Price Road

City: Tempe State: AZ Zip Code: 85282

Phone: 602-523-8472 E-mail: (if available) Allyson.cohen@azcentralcu.org

The nominee (check all that apply):

- ☒ Lives and/or works in Tempe
- ☒ Lived and/or worked in Tempe at time of contribution
- ☒ Is a Tempe based organization

Describe in no more than two pages why this person or organization should receive this award. Up to three additional supplemental pages are permitted. Supplements can include photos, newspaper articles, flyers or recommendations. Nominations will not be returned.

Nominated by: Gail LaGrander

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: 602.451.6923 E-mail: (if available) _____

I would like to bring to your attention an ally from the business community that is quietly contributing to the bikeability of our community. I routinely travel to several businesses by bicycle. None of them have bike racks, which is always very inconvenient. Several months ago I contacted the city of Tempe to inquire regarding the process by which a local business might be encouraged to place a bike rack on their property. I did not find the process to be very accessible and was discouraged by the implementation process and its inherent limitations.

As a result, I decided to go directly to one of the businesses, Arizona Central Credit Union (ACCU). I spoke with Allyson Cohen, Assistant Branch Manager, and asked whether ACCU might be willing to place a bike rack on their property as a convenience to its biking customers. Ms. Cohen, who goes by "Ally," was very receptive to the idea and explained that she would need to run the request through the appropriate internal channels. She committed to keep me in

City of Tempe
Tempe Bike Hero Award Application

the loop as she learned more. Ms Cohen did, in fact, communicate with me regularly over several months, most recently to report that the rack had been installed!

I have been a member of ACCU for decades and first met Ms. Cohen when she was a teller. She now occupies a position of considerable responsibility and continues to be characterized by her friendliness and dedication to first-class customer service. The new bike rack is an amenity that many customers will be able to benefit from, and I would like to recommend that she and Arizona Central Credit Union be recognized for doing their part to make biking in Tempe a viable, convenient mode of transportation. Her contact information is below.

Thank you for your attention.

Sincerely,

Gail LaGrander
602.451.6923

Ally Cohen

Assistant Branch Manager

NMLS ID: 1208353

Arizona Central Credit Union

3350 S. Price Road | Tempe, AZ 85282

office: (602) 523-8472 | fax: (480) 752-8122

email: allyson.cohen@azcentralcu.org



CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 6

DATE

February 10, 2015

SUBJECT

Tempe Beach Park Bike Parking Corral

PURPOSE

The purpose of this memo is to present the bicycle corral concept to the Commission.

BACKGROUND

The Downtown Parking Strategic Plan, finalized and supported by the Tempe City Council in June 2014, identified a permanent bike valet in Tempe Beach Park. For numerous events (like the 4th of July) at Beach Park over the last several years, volunteer organizations have provided a bike valet/bike parking service due to a growing interest in the community to access the downtown and events via bicycle.

This year's Tempe Leadership Class 30 has selected this proposed bike parking concept as their class project, naming it the Tempe Beach Park Bike Corral. The project has already had a preliminary multi-department City staff review. Initial feedback, including the proposed site, is to ensure that the materials, landscaping and other design elements are in concert with the overall design of Beach Park. Members of the class and the design firm leading the project, Architekton, will present the project for review and comment.

FISCAL IMPACT

The project is intended to be funded through Tempe Leadership efforts. Agreements with city of Tempe parks maintenance would be necessary. It is understood that this new facility would be owned and maintained by the City.

RECOMMENDATION

This is for information and possible action.

CONTACT

Eric Iwersen
Principal Planner
480-3508810
eric_iwersen@tempe.gov

ATTACHMENTS

Downtown Parking Strategic Plan "Event Bicycle Parking" sheet

Event Bicycle Parking

► Issue

- Event bike parking demand straining existing supplies
- Illegally parked bikes

► Event permit

- Require large events to provide additional bike parking
 - Large events likely to have high bike parking demand
 - Bike valet or temporary infrastructure
- Define attendee threshold
 - What size events need additional bicycle parking?

► Permanent bike valet in Beach Park

- low impact on event space

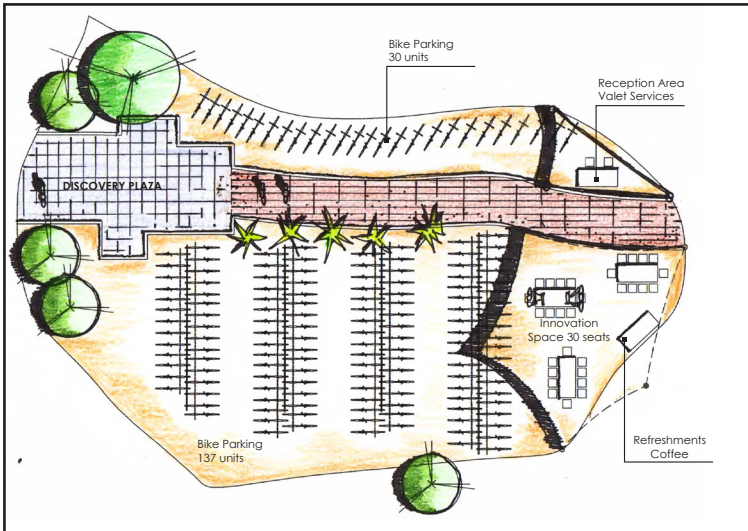




TEMPE HAS APPROXIMATELY **175** MILES OF BICYCLING PATHS

LARGEST BIKING POPULATION IN ARIZONA

TEMPE WAS RANKED **SILVER LEVEL** BY THE LEAGUE OF AMERICAN BICYCLISTS



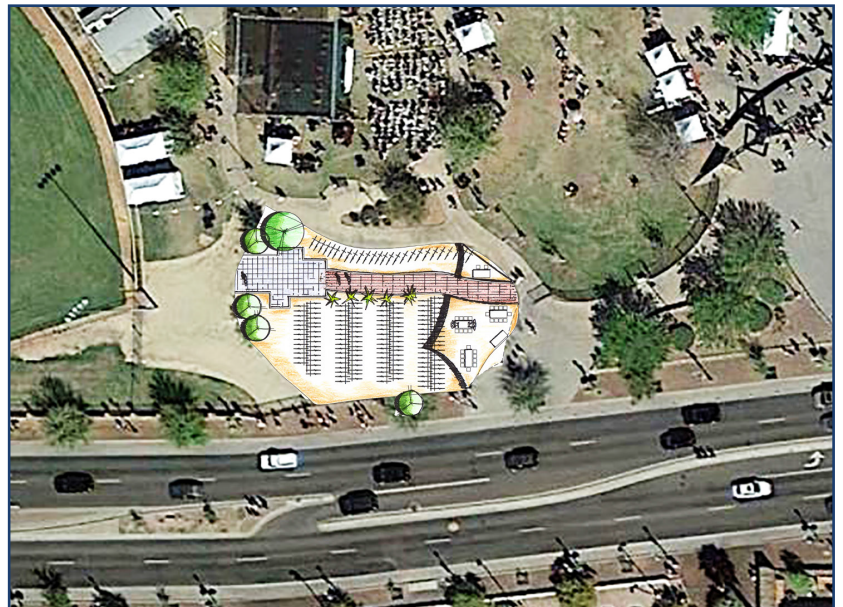
In partnership with Tempe Leadership, the Bike Corral will be a permanent bike valet structure at Tempe Beach Park. This will be a dual-use facility providing bike parking for the park and surrounding area every day, as well as a permanent location for a staffed bike valet during special events.

ARCHITEKTON, a Tempe based firm with 25 years designing community architecture using an integrative, collaborative process, will facilitate design development of the Bike Corral. Working with the Tempe Leadership team, Architekton will help evolve and transform their conceptual idea into a successful built project.

IMPACT

TEMPE BEACH PARK is Tempe's largest special event venue. Built in 1931, it is the oldest park in Tempe with 25 acres of recreation space.

- More than 2.7 million yearly visitors.
- Events include Ironman, Oktoberfest, and the largest Fourth of July Celebration in the state.
- Highly visible location with access for any resident or guest.
- Special events benefit local non-profits.
- Bike Corral could be staffed by non-profits for sponsorships and fundraising.



CLASS XXX

Tempe Leadership Class XXX is the right group of people to help complete this project. Our class contains expertise in a number of fields: design, planning, fundraising, art, engineering, plan review bike advocacy and more. With your help, we will be able to create a new amenity for our city.



tempebikecorral@gmail.com • tempebikecorral.com • facebook.com/tempebikecorral

PROJECT SCHEDULE & FUNDING NEEDS

Dec - Jan	February	March - April	May
Design	Plan Review & Site Prep	Construction	Grand Opening
\$25,000	\$20,000	\$85,000	\$5,000

PHASE 1	Bike Racks	PHASE 2	Picnic Tables	PHASE 3	Solar Shade Structure
	Fencing & Grading		Public Art		Bike Repair Shop
	Valet Reception		Shade Structure		Food Area

SPONSORSHIP LEVELS

\$50K MOUNTAIN LEVEL

Title Sponsor
Custom Bike Rack
On Site Recognition
Logo on all official forms of media

\$25K ROAD LEVEL

Secondary Sponsor
Custom Bike Rack
On Site Recognition
Social Media Acknowledgment
Name or Logo on tempebikecorral.com website

\$10K CRUISER LEVEL

Custom Bike Rack
On Site Recognition
Social Media Acknowledgment
Name or Logo on tempebikecorral.com website

\$5K BIG WHEEL LEVEL

Bike Rack Recognition
On Site Recognition
Social Media Acknowledgment
Name or Logo on tempebikecorral.com website

\$1K HUB LEVEL

Bike Rack Recognition
Social Media Acknowledgment
Name or Logo on tempebikecorral.com website

\$500 SPOKE LEVEL

Social Media acknowledgement
Name listed on tempebikecorral.com website

HOW TO DONATE

If you would like to contribute by mail, please write a check or money order, payable to: Tempe Leadership and write "TL Class 30" in the memo line to apply the donation to our class project. Checks can be mailed to: Tempe Chamber of Commerce, PO BOX 28500, Tempe, AZ 85285-8500.

Tax ID Number 86-0786010

Tempe Leadership is a 501(c) (3) nonprofit organization. Your contribution is tax-deductible to the extent allowed by law. Please consult a tax consultant for clarification.

BIKE CORRAL FREQUENTLY ASKED QUESTIONS



Where did the class come up with this idea?

Bike enthusiast in the class got the idea from the Tempe General plan and Downtown Parking Plan that outlined a serious lack of bike parking in Tempe. One of the solutions identified in the plans is a permanent bike valets such as this to increase bike parking for the city, ease congestion during special events and promote bike usage to the Mill Avenue area.



What will the space be used for during normal park hours and special events?

The goal of this project is to provide both an open bike parking area for the park, as well as a permanent structure for staffed bike valets during events. The main entrance and gates into the park will be open on normal non-event days. During events, the gates will be closed, providing event goers a secure place to store their bicycle.



Who will be managing this space?

During events, the space will be managed by the organization running the bike valet, in conjunction with the event organizer. We are proposing non-profits can staff the area for large events as a way to raise awareness of their cause and fundraising opportunity. Groups like the Tempe Bicycle Action Group (TBAG) have run similar temporary bike valets and could act as a manager and scheduler for other non-profits. During non-event times, no management will be required.



What level of security will be available for the space?

During events, gates from the bike parking facility into the park will be closed and the space will be staffed by volunteers throughout the event. During regular hours, people can lock up their bikes at the racks themselves. When the structure is open, the space acts as any open bike parking where the risk of damage is on the bike owner, the same as normal operating bike racks.



Who will determine the ultimate design of the space?

We are working with John Kane at Tempe-based Architekton to provide final design and construction drawings. We will also be seeking input from class members, city officials and the DTA. City staff will have the final say on what is built.



Who will manage the maintenance and upkeep after the project is completed?

The city of Tempe Parks Department already maintains this area as part of Tempe Beach Park and would continue to maintain the bike parking area once it is built.



What will happen if the space is damaged while it is being used by a nonprofit?

In the case that the facility is damaged by the non-profit, they would be required to work with the city to reconcile the damage.



Why Tempe Beach Park?

Some of the special events at Tempe Beach Park have come to rely on the temporary bike valets that have been set up over the years. A permanent facility at Tempe Beach Park will facilitate many more of these valets for many more events and organizers.



Doesn't this take up precious space at the Tempe Beach Park?

We know that the Beach Park is the jewel of Tempe. We have gone to great lengths to work with city officials to take their ideas and bring them to life. We will fully utilize the plot of land and bring 150 new bike parking spaces to the park. Along with the added security of bike parking during events, we will help Tempe's already strong commitment to being a green city even stronger.



Tempe Leadership XXX



bi•cy•cle cor•ral : a dual-use facility, providing additional bike parking for Tempe Beach Park and a secure valet service during special events that will help raise funds for nonprofits.



ROLL



STOP



DROP



TEMPE'S CURRENT BIKE VALET SYSTEMS



SUPPORTING TEMPE



- Promote Tempe's bike friendliness
- Decrease traffic, congestion & noise
- Increase bike parking at Tempe Beach Park
- Secure, convenient bike parking for events – new service offering for special event organizers.



Event Bicycle Parking

► Issue

- Event bike parking demand straining existing supplies
- Illegally parked bikes

► Event permit

- Require large events to provide additional bike parking
 - Large events likely to have high bike parking demand
 - Bike valet or temporary infrastructure
- Define attendee threshold
 - What size events need additional bicycle parking?

► Permanent bike valet in Beach Park

- low impact on event space



Bike Valet is a recommended solution in Tempe's Downtown Parking Strategic Plan

PARK IT FOR NONPROFITS

- Nonprofits work with event organizers to staff the valet at events for donations or tips.
- Additionally, nonprofits can increase potential revenue with sponsorships, vending opportunities or other services.



SCOPE OF PROJECT

- Planning
- Site Preparation
- Entryway
- Fencing
- Bike Racks
- Info, Sponsor, and TL Signage
- Public Art



BUDGET

- GOAL - \$120,000.00
- Covering a number of project components:
 - Planning
 - Design and Development
 - Grading
 - Fencing
 - Bike Racks
 - Entry Way
 - Implementation



FUNDRAISING EFFORTS

- Bike Valets
- Fundraising Events
- Business Donations
- Corporate Sponsorships
- Grants
- Legacy campaign
- Indiegogo
- In-Kind Donations



Current Status and Progress

- Class visioning, created concept design
- Fundraising and awareness events
- Donations from local businesses and organizations
- John Kane (Architekton) and Kevin Moore (Moore /Swick) are providing pro-bono design and assistance
- Presented to Tempe Parks Recreation and Golf Board
- Corporate donors
- Cash Raised: ~\$15,000
- In-kind donations: ~\$13,000



Next Steps

- Identify and finalize corporate donations
- Secure more local business and organization support
- Grassroots fundraising
- Fundraising events
- Finalize design with Architekton
- Secure specific in-kind donations
- City of Tempe internal staff review
- Build!

QUESTIONS?



CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 7

DATE

Feb. 10, 2015

SUBJECT

Street Closure Procedures, Notification and Outreach Update

PURPOSE

At the Feb. 10, 2015, Transportation Commission meeting, Traffic Engineering and Community Relations staff will provide information about the City's procedures for approving street closures/restrictions and notifying the public.

BACKGROUND

As a vibrant, evolving community, Tempe has a large number of special events, construction projects and infrastructure improvements that necessitate closing or restricting traffic on streets throughout the city. On average, Tempe has about 35 special events and more than 1,300 construction/infrastructure projects each year that require restrictions and/or closures – some relatively minor (restricting a lane of traffic) and some more impactful (closing several streets). The City of Tempe's Traffic Engineering group is responsible for approving street closures and restrictions for a variety of situations, including: construction, special events, emergency situations and utility projects. The number of traffic control plans staff reviews annually has increased 20 percent since 2010.

Following is an overview of the City's procedures for determining and approving closures and restrictions, as well as notifying the public:

Types of street closures/restrictions

- **Private Development Construction** (water, sewer, power, communication, gas, etc.)
- **City of Tempe Capital Improvement Project (CIP)** Construction (streetscapes, multiuse paths, new traffic signals, new street lights, etc.)
- **City of Tempe Emergency** (waterline break, sewer line collapse, power outage, etc.)
- **City of Tempe Asset Maintenance** (pavement, sidewalk repair, bridge repair, storm drains, traffic signals, street lights, waterline, sewer lines, etc.)
- **Utilities** (SRP Electric, SRP Water, APS, Cox, CenturyLink, Southwest Gas, El Paso Gas, Zayo Fiber, etc.)
- **Special Events** (charity walks, triathlons, runs, bicycle events, block parties, ASU events, football games, spring training, etc.)
- **Miscellaneous** (sign installations, art installations, building maintenance, etc.)

Policies and procedures for approving street closures/restrictions

- Any entity planning to do work in Tempe must apply for a permit through Public Works Engineering.

- The permits are reviewed and issued by Engineering staff (except for COT CIP projects, COT Maintenance projects, and Special Events).
- Traffic control plans are submitted to Public Works Transportation Division by private barricading companies that have permits to work in the City. The traffic control plans show the work zone, proposed barricading and desired dates/times for construction. For Special Events, the traffic control plans show the route and/or event footprint.
- Traffic control plans are reviewed by Transportation staff, who determine whether the plans meet proper federal, state and local guidelines and whether the dates/times need to be adjusted to avoid peak hours, special events, etc., and to ensure that coinciding projects don't overlap/impact the same section of roadway.
- Transportation staff also review the traffic-control setups in the field to ensure that they are placed according to plan.

Street closure/restriction notification

- The City of Tempe notifies the public about street closures and restrictions via the following communication methods:
 - **Web page** – All closures and restrictions are posted on: www.tempe.gov/streetclosures.
 - **E-news** – Closures/restrictions that will impact a large number of people (e.g., closures or major restrictions on arterial streets) are sent via email to people who subscribe to the City's "street closures" e-news list (approx. 400). Closures that result in bus detours are also sent to people who subscribe the "bus detours" e-news list (approx. 250). Closure notices for large public events that have considerable traffic impacts (e.g., PF Chang's Rock-N-Roll Marathon, Ironman, Mill Avenue Arts Festivals, ASU football games) are also sent to people who subscribe to the "city news" list (approx. 1,000).
 - **News release** – Closures/restrictions that have considerable traffic impacts are communicated via news release.
 - **Social Media** – Closures/restrictions with considerable traffic impacts are also communicated via Twitter and facebook.
 - **Digital Message Boards** – Closures/restrictions that have considerable traffic impacts are required to place digital message boards a minimum of one week in advance of work to warn users of impending work.
- For special events, the event promoters are responsible for notifying any residents and businesses that will be adversely affected by the event and providing access plans. For large public events (e.g., PF Chang's Marathon/Half-Marathon, Ironman, Arts Fest, etc.), the event promoter is responsible for placing signs along the route/venue to alert the public in advance.

Overall, Tempe's procedures for reviewing, approving and notifying the public about street closures and restrictions are effective. During the next few months, the City will be converting to a new permitting software that will make the process more efficient and will hopefully allow more advance notification to the public.

FISCAL IMPACT

There is no fiscal impact associated with this item.

RECOMMENDATION

This item is for information purposes only.

CONTACTS

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CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 9

DATE

February 10, 2015

SUBJECT

Future Agenda Items

PURPOSE

The Chair will request future agenda items from the commission members.

BACKGROUND

The following future agenda items have been previously identified by the Commission or staff:

- Bicycle/pedestrian signal activation operations (March)
- City Budget Long-Range Forecast Update (Operating) & CIP follow-up (March)
- Streetcar (March)
- CIP Discussion (April)
- Orbit Saturn (April)
- Streetcar (April)
- Bus Unification (April)
- Bus Unification (May)
- Alameda Streetscape Project (May)
- Bike Boulevards (May)
- MAG Pedestrian Design Assistance Grants (May)
- City Tentative Fiscal Year 2015-16 Operating Budget (June)
- MAG Congestion Mitigation and Air Quality Program (CMAQ ITS) (June)
- Highline Canal Multi-use Path Project (June)
- North/South Railroad Spur Multi-Use Path (June)
- Highline Canal Multi-use Path Project (September)
- Orbit Saturn & Larger Orbit buses (November)
- Alameda Streetscape Project (November)

FISCAL IMPACT

None

RECOMMENDATION

This item is for information only.

CONTACT

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ATTACHMENTS: City Annual Budget Planning Process and MAG Annual Grant Process

City Annual Budget Planning Process

Council/Public Input Dates	Topic	Transportation Commission Input/Info. Dates	Action Requested by Transportation Commission
August	Issue Review Session – Budget Strategy Update	n/a	
October	Issue Review Session – Long-Range Forecast Presentation	November	Commission provided a copy of the long-range forecast.
November	Committee of the Whole – Budget Discussion Follow-up	n/a	
Early February	Issue Review Session – Introduction of CIP Requests	December	Staff requests that the Commission review and provide input regarding Transportation CIP requests.
Mid-February	Public Meeting(s) – Budget (Operating and Capital Budgets)	n/a	
Late February	Issue Review Session – Long-Range Forecast Update (Operating) & CIP follow-up	March	Commission provided with an update on Operating and CIP discussion.
Mid-March	Issue Review Session- CIP Discussion	April	Commission provided with an update on the CIP discussion.
Late April	Issue Review Session – FY 2014-15 Operating Budget Review	n/a	
Late May:	Council considers adoption of Tentative Fiscal Year 2015-16 Operating Budget	June	Commission provided with an update on the tentative adoption.
Early June	Council considers adoption of Final Fiscal Year 2015-16 Operating Budget and Public hearing and adoption of the Fiscal Year 2015-16 Capital Improvements Program	n/a	

MAG Annual Grant Process

Timeline	Grant Type	Transportation Commission Input Dates	Action Requested by Transportation Commission
Annually released in Early to Mid-February and due in Early to Mid-March	FTA Section 5310 - Grant for transportation for elderly and persons with disabilities.	November	Staff requests that the commission review and provide input regarding proposed project.
Annually released Early March and due in late April	Transportation Investment Generating Economic Recovery (TIGER) – Federal Department of Transportation discretionary grant program. Total available funds nationwide was \$600 million for 2014. Regional projects are solicited by MAG.	November	Staff requests that the commission review and provide input regarding proposed project.
Annually released in late May and due in late June	MAG Pedestrian Design Assistance Grants	May & June	Staff requests that the commission review and provide input regarding proposed project.
FY 2015 or 2016	Highway Safety Improvement Program (HSIP) – There is a state portion (ADOT) and a regional portion (MAG). ADOT accepts requests for state funds on a continual/ongoing basis. Selections are based on safety needs and data. MAG regional funds are currently programmed through FY 2017.	Not Applicable	Based on historical safety data, staff has already identified the intersections of Rural Road & Southern Avenue and Rural Road & University Drive as priorities for future HSIP funding.

February 2015	Urbanized Area Formula Program (5307) – Administered by Federal Transit Administration and pays for capital projects such as transit facilities and rolling stock. Most of the funding is committed to pay for transit improvements identified in the MAG Regional Transportation Plan. Unspent portion of the funds are offered by MAG every two years via competitive grants.	November	Staff requests that the commission review and provide input regarding proposed projects.
March 2015 with full solicitation, every 3 years	Congestion Mitigation and Air Quality Program (CMAQ) – Bike and Pedestrian Improvements; PM2.5; Transit; Street Sweepers.	November	Staff requests that the commission review and provide input regarding proposed project.
Mid-March 2016 and due Mid-April, every 2 years	Job Access Reverse Commute (JARC) – Projects that are eligible must demonstrate improved job access for low income population.	November	Staff requests that the commission review and provide input regarding proposed project.
August 2016 and due in mid-September, every 3 years:	Transportation Alternatives Program (TAP) - Bike and Pedestrian Projects	November	Staff requests that the commission review and provide input regarding proposed project.
ON HOLD Released in August and due in September	Congestion Mitigation and Air Quality Program (CMAQ ITS) are Federal fund for ITS projects. Projects are selected based on air quality scores and committee member scores. Programming is set through FY 2017. It is not known at this time how the arterial ITS program will proceed.	June	Staff requests that the commission review and provide input regarding proposed projects prior to call for projects in August.